

Message

**From:** [REDACTED]  
[REDACTED]@PRACTICEFUSION.COM]  
**Sent:** 9/2/2015 10:30:30 AM  
**To:** [REDACTED]@practicefusion.com]; [REDACTED] Employee #2 [REDACTED]@practicefusion.com]  
**Subject:** FW: [REDACTED] Pharma Co. X Meeting Follow up

My take...we were talking to product managers, and they could care less about RWE. For them, this was all about marketing.

The proposal included \$134K for an outcomes study. They didn't see why they would spend \$134K to measure the success of the program. I made it clear that we would measure success (metrics, switches from IR to ER, etc.) and that the \$134K was for outcomes. There wasn't enough of a description around what the outcomes measurement would include. [REDACTED] Employee #5 mentioned a publishable paper, and again, this group had no interest in that.

[REDACTED] Employee #5 mentions lowering the budget. I told him after the meeting that we didn't do a good enough job setting up the value before we got to the price page.

It is the data part they don't want to buy. They said the \$700K for messaging was OK, and they are splitting it three ways.

--  
[REDACTED]  
[REDACTED]@practicefusion.com  
[REDACTED]

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**From:** [REDACTED] Employee #5  
**Sent:** Tuesday, September 01, 2015 4:59 PM  
**To:** [REDACTED]@practicefusion.com>; [REDACTED]@practicefusion.com>; [REDACTED]  
[REDACTED]@practicefusion.com>  
**Subject:** [REDACTED] Pharma Co. X Meeting Follow up

Team,

[REDACTED] and I met with [REDACTED] and the three brand directors for [REDACTED] Pharma Co. X and [REDACTED] Pharma Co. X to present the Pain RWE. Overall, a positive meeting.

I'll schedule a call tomorrow for us to discuss suggested revisions to the proposal and next steps. They need our final proposal by end of week.

2 Main follow ups

1. Price point is a bit high, we may need to shave some off the budget. The brands are contributing equally since this is a non branded effort
2. Detailed graphics on how the program will work within the EMR system. We'll need to get [REDACTED] team involved to create some mock ups for us to show exactly how this program will look in the EMR

Thanks,

**Employee #5**